

A METHOD AND APPARATUS FOR DISCLOSING PROFILE INFORMATION TO A READER

Abstract of the Disclosure

A document delivery system that provides first content and second content to a
5 reader over a network, such as the Internet. The delivery system selects content for
the reader based upon profile information. The profile information may relate to any
one or more of the first content, the second content, and the reader. In addition to
providing the first and second content to the reader, the delivery system also provides
at least the profile information used to select the first content and second content for
10 delivery to the reader.

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